



ESTIMATE WORKSHEET COMPONENTS #2

Notes: This is the initial estimate based on your phase 1 information. Upon approval a deposit will be secured, phase 2 will be completed by client and a contract and complete worksheet will be submitted to the client within 48 hours. The contract will be based on the scope of phase 2 and may differ from the initial estimate. If you have chosen a package option you will submit phase 1 and 2 together after your initial deposit. Your package will be evaluated to determine if you website can be developed within those package parameters. If they cannot an estimate and key components will be delivered with the contract. (We will let you know what can work and what can be added later if you choose to stay within the package)

Preparation and Management	HOURS	Server-Side Application Building	HOURS
<p>Site specification development (needs analysis/content planning/site structure design).</p> <p>Allows 2 changes.</p>		<p>Specification development for dynamic applications (<i>Here we have ESTIMATED the time required, complexity and changes can drastically alter the time schedule of dynamic applications such as flash and video we reserve the right to increase projected hours by up to 50% without client authorization, Hour beyond 50% become the responsibility of Stellar Design Concepts) please refer to your weekly progress chart if added charges apply</i>)</p>	
<p>Administration (preparation of contract/estimate, digital and paper file management, tracking hours, invoicing)</p>		<p>Designing and building databases We may require additional information to estimate accurately. Once estimate is submitted please be sure to check the complete function of concept.</p>	
<p>Client Integration Meetings, phone calls, email correspondence with client. (We will allocate estimated time, please check your progress or ask for your progress chart to determine how many hours are left under Client Integration. If you feel you would like to add additional hours prior to start of contract at a reduced rate you have the option to pre-purchase those hours, if you do not chose this option we will bill hourly and your progress sheet will be updated weekly with charges) When conversations lead to dynamic changes estimates will be sent out and added to the weekly client progress report. All changes can effect the delivery date of project; new date will be added to the client progress report.</p>		<p>Designing and coding dynamic applications</p>	
		<p>Building admin sections</p>	
<p>Page Design (initial homepage)</p>		<p>Combining code with HTML page templates</p>	



<i>design will serve as a template for all site pages)</i>			
Creation of page prototype(s) in graphics program (Limited to two updates, this is estimated at two updates, when we exceed this amount we will push back the delivery date and a adjustment in pricing can occur, all changes will be submitted to project leader and an email will be forwarded to the client, NO changes can be submitted through Marketing or Sales executives)		Testing, troubleshooting and finalizing data-driven pages	
Creation of logo or work on existing logo (If we are developing a logo this price will include up to three changes, logo will also be delivered to client in a jpeg format in order to be integrated into print or additional support media) we suggest that the client look into the availability of Trade Mark for their LOGO.		Completion and Wrap-Up	
Creation of graphics (masthead, buttons, photo montages) (Two updates are available)		Final additions, corrections and edits	
Developing color scheme and page layout for Draft 1		Domain registration/DNS changes/hosting arrangements, (package DO NOT include hosting, we offer and recommend dedicated servers vs. shared, Please ask for monthly rates) setup of client email addresses	
2. Receiving/discussing feedback and building Draft 2		Uploading, testing and finalizing completed site (no additional hours will be charged if site does not perform as intended)	
3. Receiving/discussing feedback and building Draft 3, this is the final draft for the allotted time schedule; client will have a 24 hour window to respond without possibly pushing back delivery date. This is retroactive for all updates requiring client approval)		Client training (for admin sections, checking site statistics)	
Individual Page Construction		Submit site to search engines/directories	
Organizing and managing gathering of content from client, including specifying target keywords/keyphrases for SES (Client is responsible for the delivery of content and proof reading all content. The delay of content can delay delivery date of site) Please prepare immediately the key words needed for each page		Other (anything not yet included - secondary page designs, complex menus, scripts etc.)	



Preparation of photos and other client graphics (receive, sort, re-name, and file, crop, size, optimize)		ACTUAL ESTIMATED HOURS	
Researching/locating/purchasing of images, preparing		+ 10-20% CONTINGENCY ALLOWANCE	
Text content development/editing/proofreading (We will not add content in this project, all the content will be responsibility of users/bloggers)		= ESTIMATED HOURS SUBTOTAL	
Design of 1 typical sub-page (3-step process as above - consider complexity-graphics/columns/charts/text boxes)		X HOURLY RATE =	\$
Remaining number of sub-pages - 2 X number of hours from line above this one		+ EXPENSES	
Forms (consider number of fields, validation, scripts for processing data, testing/troubleshooting)		= TOTAL ESTIMATE	\$